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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/828,796	04/10/2001	Se June Hong	YOR9-2000-0732US1	8405
30743	7590	04/08/2004	EXAMINER	
WHITHAM, CURTIS & CHRISTOFFERSON, P.C. 11491 SUNSET HILLS ROAD SUITE 340 RESTON, VA 20190			POND, ROBERT M	
			ART UNIT	PAPER NUMBER
			3625	

DATE MAILED: 04/08/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	09/828,796	HONG ET AL.
	Examiner	Art Unit
	Robert M. Pond	3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 04 February 2002.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-12 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-12 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 04 February 2002 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Specification

1. The abstract of the disclosure is objected to because the Abstract exceeds 150 words. Correction is required. See MPEP § 608.01(b).
2. The specification has not been checked to the extent necessary to determine the presence of all possible minor errors. Applicant's cooperation is requested in correcting any errors of which applicant may become aware in the specification.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. **Claims 1-12 are rejected under 35 USC 103(a) as being unpatentable over BBB (PTO-892, Items: U), in view of PR Newswire (PTO-892, Item: V, hereinafter referred to as "PRN").**

BBB teaches the Better Business Bureau's reliability assurance program for the World Wide Web that serves as a regulatory service for businesses conducting electronic commerce so that consumers can find reliable, trustworthy

businesses online. Qualified companies receive a seal that can be posted on their web site allowing shoppers to check BBB information on a company and be assured the company is reliable (please see at least pages 1-38). BBB further teaches:

- *Establishing a certification service:* bbbonline.com web page maintained for certification service (U: see pages 1, 4)
- *Entering in to a contract between the certification service and provider:* application for contract requiring fees and adherence to Code of Online Business Practices that includes providing information about the provider's business, accurate information about goods and services online (U: see at least pages 4, 7-12).
- *Verifying the claims made by the provider:* provider completes application; physical site visit made by Better Business Bureau representative (U: see at least pages 7-12).
- *Posting information on the Web page about the product or service:* clicking on electronic seal on provider's web site provides information about provider's trustworthiness claims; selecting a provider from certification web page provides provider information via hyperlink (U: see at least page 2).
- *Product or service level certification:*
BBB teaches all the above as noted under the 103(a) rejection and teaches a) certifying the trustworthiness of a participating provider

about its business practices, customer service, and products and services based on a Code of Online Business Practices, and b) issuing an electronic seal for approved provider's web site that links to the provider's certification claims, but does not specifically disclose certifying one or more claims at the product or service level. PRN teaches product certification using the NEBS Level 3 standards that represent the highest ranking within Bellcore/Telcordia's telecommunications equipment compliance guidelines. PRN teaches the NEBS Level 3 verification certifies that the product meets the physical, electrical, and environmental requirements to safely and reliably operate within both new and existing carrier infrastructure, and has the capacity to withstand stresses of extreme temperature, humidity, fire, earthquakes, light, and noise. Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the method of BBB to implement certification on individual products as taught by PRN, in order to ensure compliance, operability, and reliability in a product, and therefore attract shoppers to the service.

- Maintaining a database of providers: online list of participating providers (U: see at least pages 4, 6).
- Providing a search engine: search engine: (U: see at least pages 4, 6).

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- Rights and liabilities between service and provider: Code of Conduct includes guarantees by the provider with remedies else be removed from the approved list (U: see at least pages 15-31).
- Links to provider's certification information and claims: electronic seal links to provider's claim information and remedies using a web page (U: see at least pages 4, 5, 12).
- Service directly rules over disputes: direct dispute resolution (U: see at least pages 12, 14, 29).
- Stand alone and existing business: Please note examiner's interpretation: Better Business Bureau is an existing business sponsoring the certification service and is also a stand alone business separate from participating online providers.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- US 6,658,394 (Khaishgi et al.) 02 December 2003; teach electronic seals issued by a certification service to online entities.
- Ackerman, Robert; "Computer Productivity Defies Definition and Confirmation," Signal, February 2000, v54n6pg17, 7pgs; teaches suggestion of creation of an Underwriters Laboratories listing or the equivalent of the Good Housekeeping Seal of Approval to certify software for productivity; a product carrying this designation would be guaranteed to improved productivity, or the purchaser would be able to obtain a refund. Similarly, contract writers for large corporations could codify these productivity terms in a contract under threat of refunds and damage compensation (see page 6).
- Hagendorf, Jennifer; "SunTone Gains First Nine Members," Computer Reseller News, 17 January 2000, n877pg22, 2pgs; teaches Sun Microsystems launching its certification program that spells out standards for ASPs, ISVs, and other service providers that use Sun hardware; Good Housekeeping Seal of Approval for service providers (see page 1).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mr. Robert M. Pond** whose telephone

number is 703-605-4253. The examiner can normally be reached Monday-Friday, 8:30AM-5:30PM Eastern.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Mr. Vincent Millin** can be reached on 703-308-1065.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **703-308-1113**.

Any response to this action should be mailed to:

Commissioner of Patents and Trademarks

Washington D.C. 20231

or faxed to:

703-872-9306 (Official communications; including After Final communications labeled "Box AF")

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, VA, 7th floor receptionist.



Robert M. Pond
Patent Examiner
April 1, 2004